

Number 36.

# The Automobile Speaks

It tells you what it is, what it requires and it asks to be treated fairly.

By Frederick C. Guerrich.

## THE VACUUM SYSTEM.

In the last lecture I mentioned the fact that, because of the difficulty of keeping the tank and piping of the Pressure-Feed System from leaking, the Vacuum System was displacing the Pressure System.

Let us imagine we are inventing such a system. Suppose we had a small tank, as "E" (Fig. 1), connected to a supply tank by a pipe "D" and then in some way drew all the air out of this tank, or, in other words, created a vacuum in it. What would happen? Why, the gasoline, because of the pressure of the atmosphere, would be forced, or, as is generally said, sucked up through the pipe "D" from the supply tank to the tank "E."

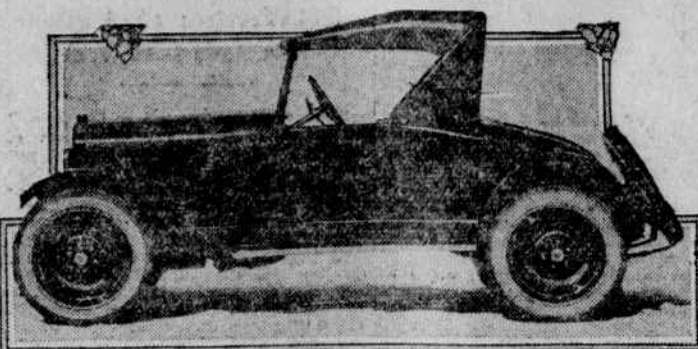
If the bottom of the tank had a pipe running from it to the carburetor, placed much lower, would the gasoline then flow to the carburetor? It would not; as, if the gasoline was sucked up from the supply tank because of the vacuum, the gasoline would also be sucked up from the carburetor, instead of flowing to it.

Thus, here is a problem. This, however, at first glance, can be taken care of by having the tank divided into two chambers, an upper and lower, and having the lower open to the atmosphere, as shown dotted in Fig. 1. This will permit the gasoline to flow from the lower chamber to the carburetor, but will it flow from the upper to the lower? No, not while there is a vacuum in the upper. So here is another problem, and what shall we do? Obviously, the liquid cannot flow from the upper to the lower chamber in a constant stream, but could we make it flow periodically? Let us see. If we make a vacuum in the upper chamber and then draw gasoline from the supply tank until the

float could not drop. This meant that the air vent tube was open and the vacuum destroyed, even though the tank was empty.

The car was running finely, when suddenly there was a carburetor popping, and the engine stopped. After disconnecting and blowing through all the tubing and finally taking the tank apart, the above was found to be the cause of the stopping.

### Snappy Maxwell Roadster



### WILLS-ST. CLAIRE IN NEW QUARTERS

Edwin B. Jackson, president of the Wills-Saint Claire Company of New York, announces the opening on December 1 of its new showroom in the Fifth Building, Fifty-seventh street at Broadway, and also the opening of its new service station at Fifth street and Twelfth avenue.

The Wills-Saint Claire was originally introduced on Broadway on March 10 of this year. That the car has met with public approval is borne out by the steadily increasing volume of business which this company has enjoyed.

The new quarters will permit of an adequate display of the complete line of open and enclosed cars, including some custom made models.

Prior to the organization of the Wills-Saint Claire Company of New York, Mr. Jackson was president of the Packard Motor Car Company of New York and later on vice-president of the Willys Overland Company, so that he has had valuable experience both in the manufacturing and sales departments of the business. Mr. Jackson had the following statement to make in reference to the present condition of the motor car business:

"Ever since the introduction of motor cars the public has been waiting for a crash in the industry, but it has never arrived and the industry has steadily moved ahead, and during the present interval it has weathered the storm of business depression with a surprising degree of stability. It, of course, has had its setbacks, the same all lines of business, but it has proved itself to be a very sturdy branch of industry."

"It has been handicapped by its own success and for the past few years the watchword of all motor car manufac-

turers has been "produce." As a direct result of this desire to get cars onto the loading platform for shipment a good many operating features have gotten out of balance. Inventories have not been carefully watched, reserves have not been properly protected, inspection has been careless and engineering improvements have not been adopted.

"Success produced a lack of attention to economic management and the public displayed a willingness to accept an increased price to absorb inefficiency."

"Throughout the past year manufacturers have gone to unheard of extremes in order to reduce and properly balance inventories. That campaign has practically been completed. Now the industry must straighten out on a business basis and operate with the old-fashioned, common sense, ordinary principles of business practice."

"There is one pit that a section of the public have been digging for the industry which must be guarded against—that of price competition. It is always quite possible for the manufacturer to reduce his prices if he is willing to sacrifice his quality. On account of his manufacturing inspection he may be rejecting a large percentage of parts which do not come up to his standard of quality. It is a very simple matter for him to change his standards of inspection

### Slashing Reduction in Winter Tops

This is the well known Anchor Line which we carry in stock for different models of Buick, Chevrolet, Dodge, Essex, Ford, Maxwell, Overland, Willys-Knight, Reo, Studebaker, Chandler and Franklin Cars.

The extremely mild weather causes us to dispose of our present stock at a price below cost. We do the attaching for you. Inquiry will reveal the remarkably low price for your particular model.

GEORGE W. COPP CO., Inc.  
206 14th St., Long Island City.  
Phone—Hunters Point 5830.

NOTE: We are also specialists in body repairs, trimming, painting, motor overhauling, etc.

A few business bodies for the Ford chassis at remarkably low prices.

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## The Automobile Owners' Obligation

Be Fair to the Manufacturer and Dealer by Being Fair to Your Car

It is said that the majority of law suits are between parties, both of whom are absolutely honest and honorable, and are simply the result of a misunderstanding. The writer, who is not connected with any manufacturer, has seen many cases where the owners of automobiles became embittered against the manufacturer of their car or of an accessory which they were using through some misunderstanding.

By far the greatest number of these misunderstandings are due to the failure of some part or accessories, the owner claiming the part defective and the manufacturer claiming the failure due to improper handling or care. While many failures of parts are due to defects in manufacture, many likewise are due to improper care or overlooking on the part of the owner of some of the instructions given in the instruction book furnished with his car. In the majority of cases, because of his experience, the manufacturer can tell when the fault is due to the latter case, as when such breaks or failures occur they will happen in certain ways or will be accompanied with other damage, thus leaving an almost positive proof of the reason therefor.

To explain this point the writer will give here an experience he once had in another line of manufacture. A large manufacturer of hoisting machinery once had a hoist returned from one of his best customers. The hoist was ruined. The customer claimed it to have been defective.

When this hoist was examined in the factory it was found that the chain was badly stretched and the hook bent open. To the manufacturer this was a sure sign that the machine was used to lift a far greater weight than it was designed to lift, and he therefore advised the customer to effect putting the blame on the latter's men. The customer, however, insisted that the machine was used only to lift a load which weighed much less than the hoist was supposed to lift. Thus there was a misunderstanding which caused bitter feeling between the two.

The manufacturer, not wishing to lose a good customer, repaired the hoist at his own expense and then sent a representative to see the customer and smooth matters over. When this representative arrived at the customer's plant he found the owner out and being taken into a portion of the plant by the foreman, whom he knew, changed to ask one of the men how he liked the hoist

and practically pass everything that comes through the plant and thus reduce his costs and give the public apparently the same piece of mechanism.

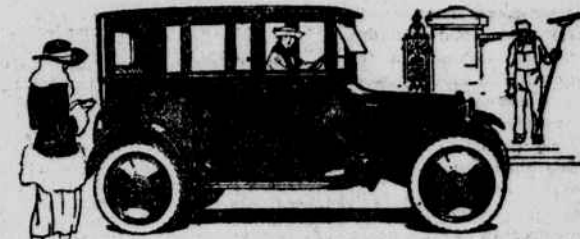
"The manufacturer, to succeed, must maintain the quality of his merchandise. The public are entitled to economies

### Brake Adjustment.

When the car owner has installed on his vehicle a winter body of any type he should remember that he has added considerable weight to the vehicle. For this reason it is necessary that he carefully adjust the brakes to care for the added burden. Neglect of this obvious precaution causes many minor rear end collisions in city driving and may contribute to serious accident.

The first cost is practically the last

STRATTON-BLISS COMPANY BISHOP, McCORMICK & BISHOP  
1847 Broadway New York 1221 Bedford Avenue Brooklyn  
BONNELL MOTOR CAR COMPANY  
562 Broad Street Newark  
**DODGE BROTHERS SEDAN**



# Drop! Drop! Drop!

\$25 on Every Car—Every Day

\$500,000 Worth of Slightly Used and Rebuilt Motor Cars to be Sold Nov. 21st to 30th inclusive.

Practically all popular makes are represented.

PRICE TAG	Original Price	Reduced Price
Monday, Nov. 21	\$700	\$675
Tuesday, Nov. 22	675	650
Wednesday, Nov. 23	650	625
Thursday, Nov. 24	625	600
Friday, Nov. 25	600	575
Saturday, Nov. 26	575	550
Sunday, Nov. 27	550	525
Monday, Nov. 28	525	500
Tuesday, Nov. 29	500	
Wednesday, Nov. 30		

MONDAY is the seventh day of this great nine-day sale. The prices of all cars still unsold have been reduced \$150. The \$500 car is now \$350, the \$700 car \$550—all of them reduced the same amount. Some of these cars will sell for less than half their real worth.

Only three days left. Many of the cars have been sold, but some of the best bargains remain—getting cheaper every day.

Maybe the car you want is still here. Anyhow it will cost you nothing to investigate. Don't let this chance go by; COME IN TOMORROW.

Terms if desired.

No trades.

No private sales to dealers.

Every car guaranteed to be as represented, or your money refunded.

Salesrooms open 8:30 A. M. to 9 P. M.

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These cars are also on view in the salesrooms of the following CHANDLER and CLEVELAND Dealers.

FARRELL AUTO COMPANY  
1125 Atlantic Ave., Brooklyn

ELSEY MOTOR COMPANY  
Grand Concourse at 188th St.,  
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DONALD McGREGOR SALES CO.,  
546 Broad St. at Lombardy,  
Newark

LA VERNE C. BROWN, INC.  
1384 Bedford Ave., Brooklyn

W. C. D. MOTOR CAR CO.,  
239 Central Ave. Newark

MASSOLINE MOTOR CAR CO.  
1846 Boulevard, Jersey City

MASSOLINE CLEVELAND CORPN.,  
2315 Boulevard, Jersey City

FRANZ & LAUFFER, INC.,  
299 So. Broadway, Yonkers



## The New Hudson Super-Six



**\$1895**  
F. O. B. Detroit

Seven Passenger Phaeton

It is a Greater Super-Six—and for Less Money

In the New Hudson Super-Six you will find advancements that affect every phase of operation and performance.

You will note especially the smoother, more easeful way the new Hudson does whatever you require of it. The controls answer so simply you are scarcely conscious of their mechanism.

You will appreciate, too, that the New Hudson Super-Six is by far the handsomest car ever built in the Hudson line. And Hudsons have long been noted for their beauty.

When you see and try this greater Hudson remember to compare its new low price as well as its qualities to any other car value you may know.

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